



# JASPER

COLUMBIA PIKE

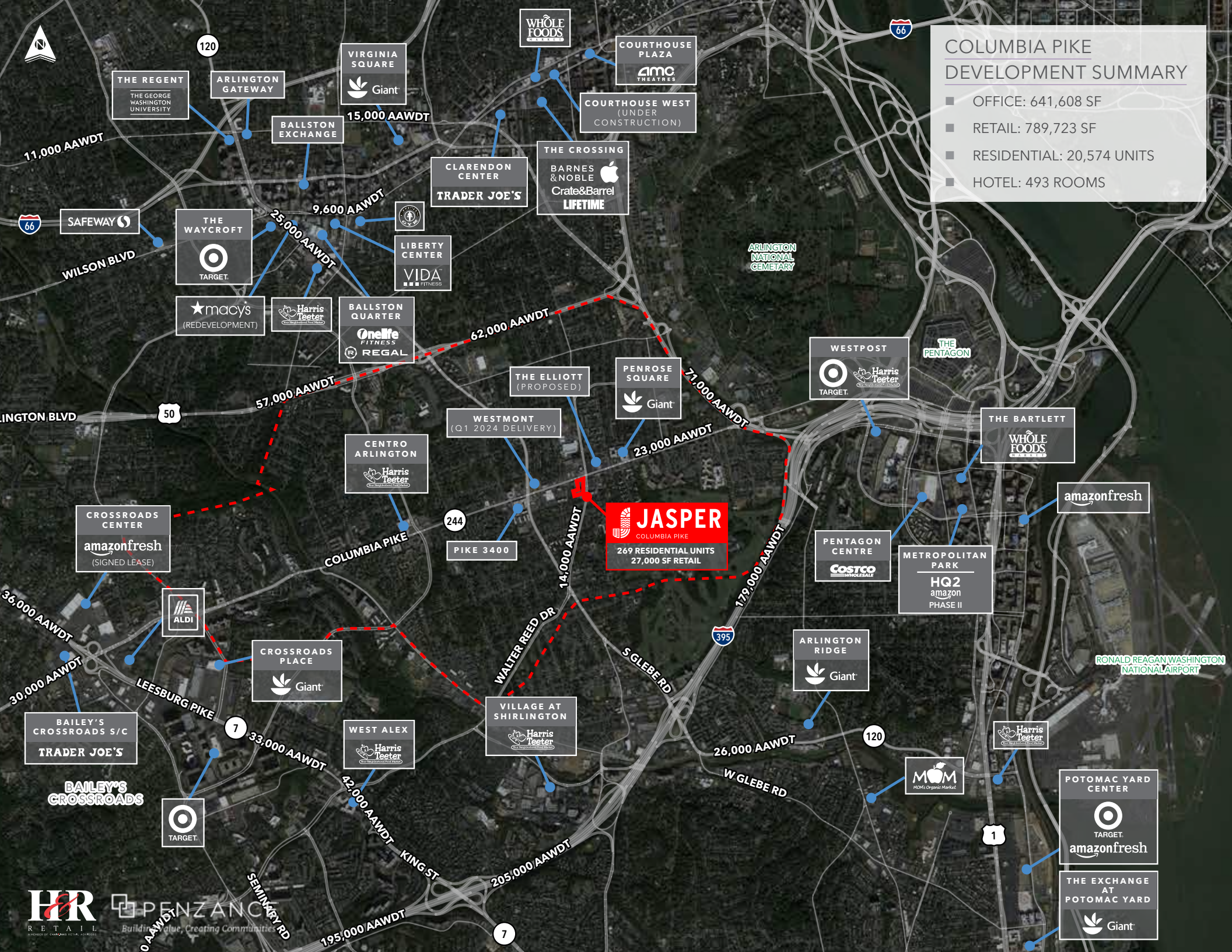
1028 S. WALTER REED DR | ARLINGTON, VA 22204





### COLUMBIA PIKE DEVELOPMENT SUMMARY

- OFFICE: 641,608 SF
- RETAIL: 789,723 SF
- RESIDENTIAL: 20,574 UNITS
- HOTEL: 493 ROOMS



**JASPER**  
COLUMBIA PIKE  
269 RESIDENTIAL UNITS  
27,000 SF RETAIL





**FILGMORE GARDEN**  
559 RESIDENTIAL UNITS

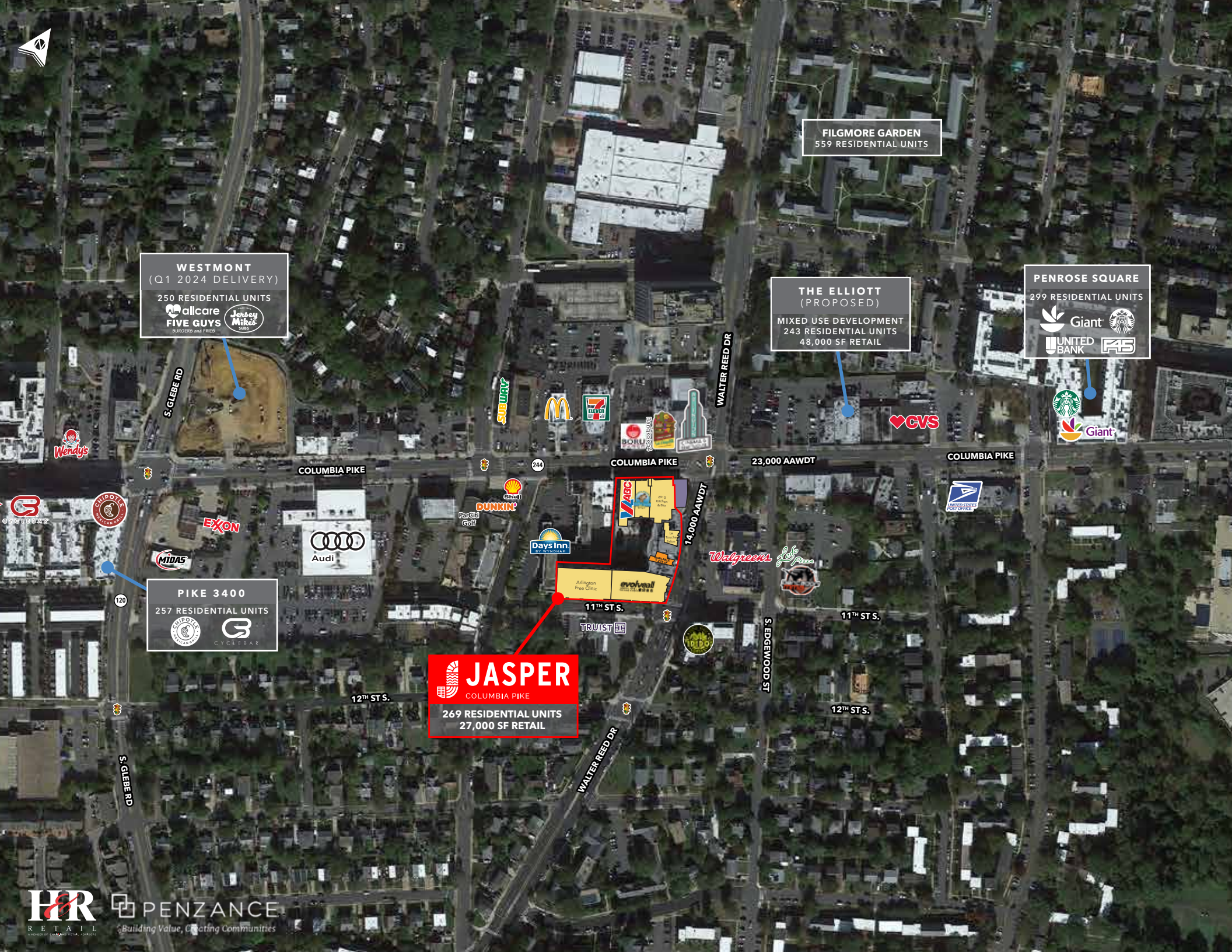
**WESTMONT**  
(Q1 2024 DELIVERY)  
250 RESIDENTIAL UNITS  
alcare  
**FIVE GUYS**  
BURGERS and FRIES  
Jersey Mike's  
SUBS

**THE ELLIOTT**  
(PROPOSED)  
MIXED USE DEVELOPMENT  
243 RESIDENTIAL UNITS  
48,000 SF RETAIL

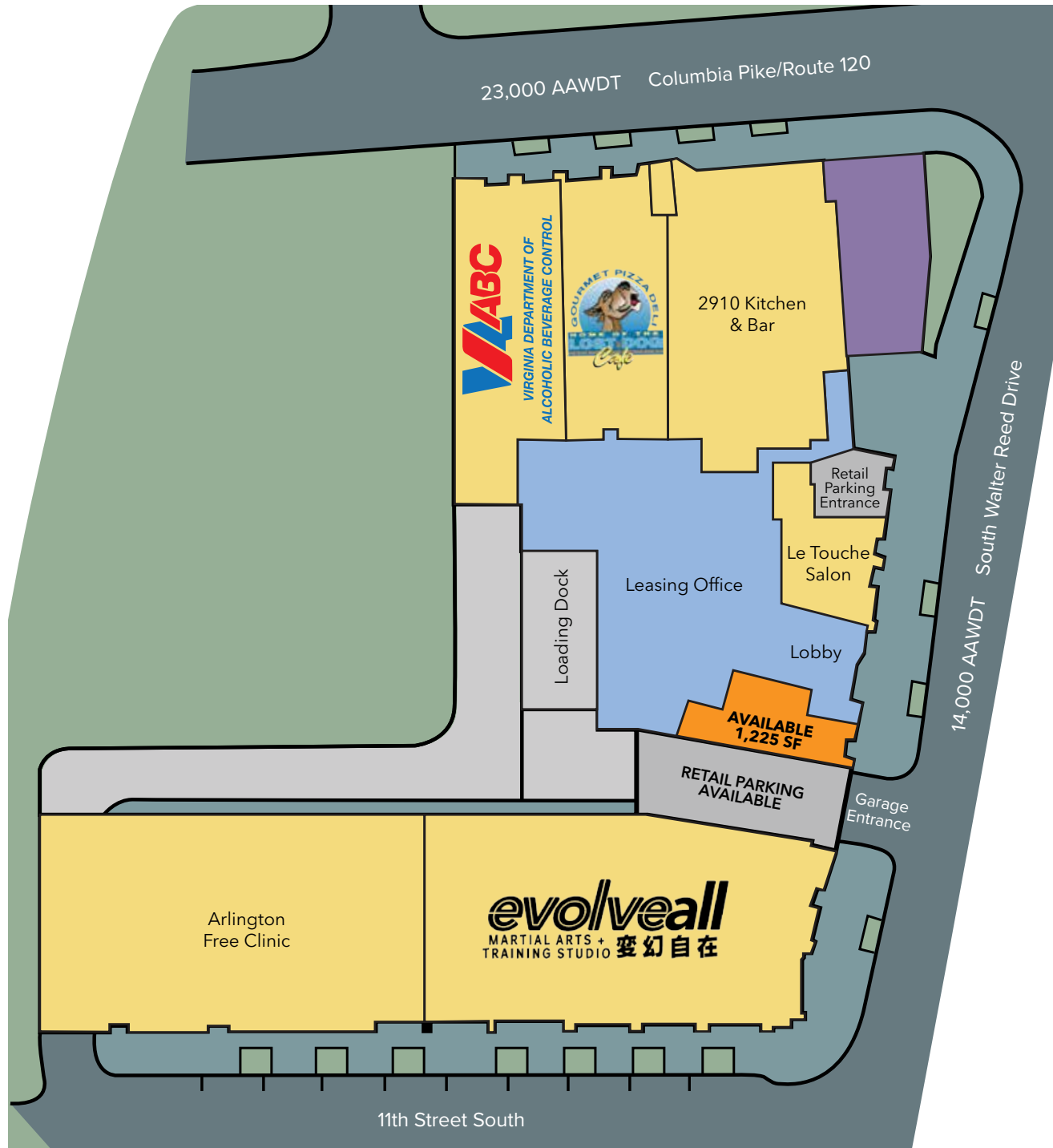
**PENROSE SQUARE**  
299 RESIDENTIAL UNITS  
Giant  
Starbucks  
UNITED BANK  
F&B

**PIKE 3400**  
257 RESIDENTIAL UNITS  
CHIPOTLE  
CYCLESBAR

**JASPER**  
COLUMBIA PIKE  
269 RESIDENTIAL UNITS  
27,000 SF RETAIL







**Site Plan Key**

- Available
- Leased
- Lobby
- Excluded

COLUMBIA PIKE & WALTER REED DRIVE



COLUMBIA PIKE



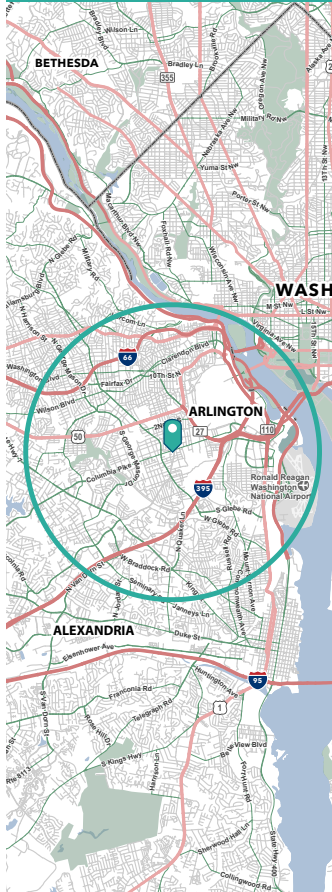
WALTER REED DRIVE & 11TH STREET







**ARLINGTON, VA**  
 DEMOGRAPHIC PROFILE (2023)  
 Jasper Columbia Pike  
 3 mile ring



KEY FACTS

288,130

Population

36.2

Median Age

135,597

Households

EDUCATION



8%

High School Diploma



36%

Bachelor's Degree



38%

Graduate/Professional Degree

BUSINESS



9,447

Total Businesses



330,349

Daytime Population



760

Food Srv & Drinking Places

TAPESTRY SEGMENTS



3B

Metro Renters

49,821 (36.7%) of households

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



3A

Laptops and Lattes

29,153 (21.5%) of households

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living—and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connected—technologically savvy consumers. They are active and health conscious, and care about the environment.

- These are health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they purchase.
- Environmentally conscientious but also image-conscious: both impact their purchasing.



3C

Trendsetters

15,391 (11.4%) of households

Armed with the motto "you're only young once," Trendsetters residents live life to its full potential. These educated young singles aren't ready to settle down; they do not own homes or vehicles and choose to spend their disposable income on upscale city living and entertainment. Dressed head to toe in the most current fashions, their weeknights and weekends are filled discovering local art and culture, dining out, or exploring new hobbies. Their vacations are often spontaneous, packed with new experiences and chronicled on their Facebook pages.

- Trendsetters residents travel often, exploring new destinations and experiences.
- Socially and environmentally conscious, they are willing to pay more for products that support their causes.
- Up-to-date on technology, they explore and exploit all the features of their smartphones.
- They are attentive to good health and nutrition.

INCOME



\$113,814

Median Household Income

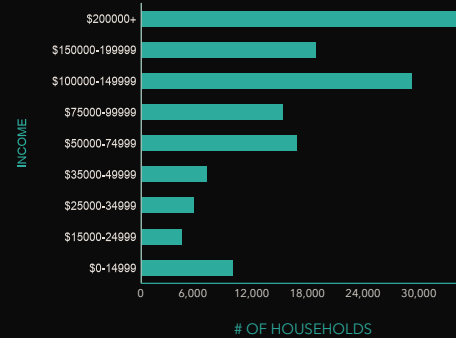


\$79,442

Per Capita Income

\$168,647

AVERAGE HH INCOME (\$)



1 MILE 3 MILES 5 MILES

POPULATION

2000 Total Population	31,348	226,179	548,966
2010 Total Population	30,351	244,132	599,676
<b>2023 Total Population</b>	<b>35,436</b>	<b>288,130</b>	<b>704,288</b>
<b>Median Age</b>	<b>36.9</b>	<b>36.2</b>	<b>36.5</b>

HOUSEHOLDS

2000 Households	13,448	104,074	256,326
2010 Households	13,626	117,526	284,653
<b>2023 Households</b>	<b>15,672</b>	<b>135,597</b>	<b>335,932</b>
2028 Households	15,566	142,941	351,761
<b>2023 Average Household Size</b>	<b>2.54</b>	<b>2.10</b>	<b>2.03</b>

INCOME

2023 Average Household Income	\$158,453	\$168,647	\$177,049
2023 Median Household Income	\$108,946	\$113,814	\$115,169
2023 Per Capita Income	\$69,299	\$79,442	\$84,656

2023 POPULATION BY RACE/ETHNICITY

White Alone	54.7%	65.8%	65.3%
Black Alone	18.6%	12.0%	15.7%
American Indian/Alaskan Native Alone	0.5%	0.6%	0.4%
Asian Alone	11.0%	9.7%	8.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Other Race	10.7%	7.9%	6.3%
Two or More Races	4.4%	4.0%	3.7%
Hispanic Origin (Any Race)	23.2%	19.0%	15.5%

2023 POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	26,408	221,083	529,721
Less than 9th Grade	2.9%	4.0%	2.9%
9th - 12th Grade, No Diploma	2.3%	2.0%	2.0%
High School Graduate	9.8%	7.7%	8.0%
GED/Alternative Credential	1.3%	1.0%	1.0%
Some College, No Degree	9.6%	7.9%	7.8%
Associate Degree	3.7%	4.0%	3.8%
Bachelor's Degree	36.0%	35.8%	33.1%
Graduate/Professional Degree	34.5%	37.7%	41.3%

BUSINESS

Total Business	687	9,447	41,226
Total Employees	9,070	174,268	825,866
Employee/Residential Population Ratio	0.260:1	0.600:1	1.170:1



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